WHAT IS 211?

211 is an easy to remember, toll-free phone number that connects callers with local community services, such as food, shelter, counseling, employment assistance, quality child care and more.

During a disaster, 211 provides critical information about evacuation routes, food and shelter, as well as job search and permanent housing support during long-term recovery.

211 is confidential and available 24 hours a day in more than 150 languages.

WHAT IS 211 BAY AREA?

When you use 211 Bay Area, you have access to over 11,000 services and programs from San Francisco, San Mateo, Napa, Marin, Santa Clara, and Solano counties.

This report covers the period of July 2017 to June 2018.
ONE CALL OR CLICK, MANY RESOURCES.

94.2%

2-1-1 is a nation-wide service, with 94.2% overall coverage, connecting over 14 million people to services every year.

Where can I get help with rent?
I’m looking for food assistance.

Where can I donate household items?

Where can I get help with my utility bill?

My mom needs homecare. Can you help?

Who can I call to find childcare?

Are there volunteer opportunities in my area?

Where can my teenager find a summer job?

Who can tell me more about emergency kits?

How can I reach city services?

I’m looking for individual counseling.
WHAT NEEDS DO 211 CALLERS HAVE?

There was a total of 56,648 caller needs. The top 5 categories include housing, mental health/addictions, health care, individual family and community support, and food/meals.

- **Housing**: 11,429 (20%)
- **Health Care**: 7,468 (13%)
- **Food/Meals**: 5,187 (9%)
- **Mental Health/Addictions**: 8,641 (15%)
- **Individual, Family, & Community Support**: 5,315 (9%)
HOW MANY PEOPLE CONTACT 211?

37,407

Listed below are totals for calls, texts and emails to 211 Bay Area from Marin, Napa, San Mateo, Santa Clara, San Francisco and Solano County residents. In total, we answered 37,407 calls and texts in the year.

What are the primary caller categories?

36,075
standard information & referral

438
disaster

437
 crisis/domestic violence/sexual assault

384
 crisis-medical mealth/suicidal

73
 crisis-medical (not mental health related)
WHAT REFERRALS DO CALLERS RECEIVE?

There were 62,689 total referrals provided to callers during the year. The categories of those referrals are in the chart below.

- Arts Culture and Recreation: 223
- Clothing/Personal/Household Needs: 1,870
- Disaster Services: 313
- Education: 321
- Employment: 689
- Food/Meals: 5,425
- Health Care: 2,951
- Housing: 19,519
- Income Support/Assistance: 8,599
- Individual Family and Community Support: 4,176
- Information Services: 3,228
- Legal Consumer and Public Safety Services: 6,355
- Mental Health/Addictions: 4,374
- Other Government/Economic Services: 572
- Transportation: 1,466
- Utility Assistance: 1,998
- Volunteers/Donations: 610
WHO'S CALLING 211?

Shown here is demographic data for callers to 211 Bay Area during the year. This data applies to the caller's race/ethnicity, gender, county, and age.

Gender
- Female: 23,816
- Male: 10,019
- Transgender: 15
- Decline to answer: 27

County
- San Francisco: 15,132
- Santa Clara: 11,914
- Solano: 5,764
- Marin: 996
- Napa: 429
- San Mateo: 3,172

Race / Ethnicity
- Caucasian: 8,375
- African American/Black: 4,233
- Asian: 3,903
- Other: 1,869
- Multi-ethnic: 1,622
- Pacific Islander/Native Hawaiian: 1,412
- Native American: 1,358
- Hispanic/Latino: 240
- Indian: 90
- Decline to answer: 197

Age
- 0-13 yrs old: 47
- 14-24 yrs old: 1,833
- 25-34 yrs old: 4,752
- 25-34 yrs old: 4,440
- 35-44 yrs old: 4,329
- 45-54 yrs old: 3,417
- 55-64 yrs old: 4,162
- 65+ yrs old: 197
- Decline to state: 153
- Did not ask: 153
- Unknown: 153
HOW MANY PEOPLE VISIT 211 ONLINE?

321,505

Total pageviews (resource detail pages & searches).

117,700
resource searches

203,808
viewing of resource detail pages

43,442
visits from unique IP address

Unique visitor, searches, and resource views.
HOW WAS YOUR EXPERIENCE WITH 211?

WERE YOUR EXPECTATIONS MET?
- 95% YES
- 4% SOMEWHAT
- 1% NO

WAS THE CALL SPECIALIST POLITE & PROFESSIONAL?
- 99% YES
- 1% NO

WAS THE INFO YOU WERE GIVEN BY 2-1-1 ACCURATE?
- 88% YES
- 12% HAS NOT CONTACTED ORG

WOULD YOU RECOMMEND 2-1-1 SERVICES TO A FRIEND OR FAMILY MEMBER?
- 99% YES
- 1% NO